

THURSDAY, AUGUST 15, 1968

Permit Number 731-A

BERNAL HEIGHTS

SOUVENIR
EDITION

journal

VOL. 5 NO. 1



Bernal Heights
Association

FIFTH ANNUAL STREET FAIR, SUNDAY, AUGUST 25, 1968

Come to the fair - Sunday, August 25



Come to the Fifth Annual Bernal Heights Street Fair on Sunday, August 25. Come in costume (everyone is doing it this year!) Come, and enjoy a sparkling array of things to see and do:

ENTERTAINMENT FOR EVERYONE

The Duncan Troupe Ballet Afro-Haiti
The Mutya Ng Silangan Philippine Dancers
The Cleveland Wrecking Company Band
Cayuga Folk Twirlers
Joe and Linda Edmiston — country folk singers . . . and
Bernal Heights neighbors
Peters Wright Dance Company
Julian Players and others

EXHIBITORS . . . EXHIBITORS . . . EXHIBITORS

Artists, craftsmen, sculptors, photographers galore

FOOD, OF COURSE

Filipino booth
Mexican booth (courtesy of Bernal Action for Progress)
St. John's booth
NAACP booth
Ribeltad Vorden (inside and on the Green)

AND A POT POURRI OF OFFERINGS

Tree planting . . . Fortune telling . . . goldfish by B & H Tropical Fish . . .
Flea Market . . . Pacific Telephone (FREE long distance calls) . . .
Precita Center . . . story telling for the kiddies . . . fabrics
. . .
Bernal Heights Ladies Sewing Club (with samples for sale)
. . .
PACE and FACE (one's political action, and one is improvement help for B.H. homes . . . Head Start . . . TB Association X-Ray truck . . . plant booth . . . and more, more, MORE

LOOK FOR THE BERNAL HEIGHTS ASSOCIATION BOOTH TO GET INFORMATION, JOIN THE ASSOCIATION, OR RENEW YOUR MEMBERSHIP.



Photos by Carl Mueller

Precita Green -- 9 a.m. to 5 p.m.

Activities Around the Hill

Just about two years ago, Association members and other Bernal Heights residents deplored the lack of activities for residents, particularly for children. Since that time we can't say there's something doing every minute, but some things HAVE happened, as shown in the sampling below:

SUMMER "HAPPENING": CREATIVE ARTS WORKSHOPS BEGIN ON THE HILL

Barry Jacobs, under auspices of the City's Summer Neighborhood Arts program, has established a multi-phased workshop in Bernal Heights.

Particularly aimed at young people, the workshop includes a photo workshop, pottery making and enameling facilities, poetry, music, and woodworking.

Some of the students are showing promising talent, so much that a number of the young veterans of the center are beginning to instruct some of the newer attendees at workshops.

Presently they are rehearsing

a new play, "Jonah and the Whale." Sixty-five teenagers are involved.

Barry Jacobs anticipates, eventually, that there will be a Film Festival of workshop films and perhaps a new few Be-Ins on the Precita Green.

If you're interested in participating, or volunteering your talents to help teach others, contact Barry Jacobs at 647-3179 or 282-3638.

BERNAL E.O.C. OFFERS FREE LANGUAGE CLASSES

Free classes in conversational Spanish are now being taught to both children and adults by the Bernal Heights office of the Economic Opportunity Council at 826 Cortland Avenue.

Classes in conversational English will start in September, according to Jimmy Ginn, staff member.

The Bernal Heights office is also a receiving point for residents on a poverty level who need health checkups, or medical or dental care. Eligibles will be re-

ferred to the Mission Health Center for treatment.

According to Ginn, a recently completed survey revealed that 5% of the Hill population is receiving public welfare assistance.

For further information on E.O.C. activities, call 282-4262.

PRECITA CENTER HUMS WITH SUMMER ACTIVITIES

A variety of activities for children and adults has kept the building at 534 Precita Avenue humming this summer. Now being offered by Mission Precita Center are the following:

For the very small children, there is a Head Start program Monday through Friday mornings. A boys' club and two girls' clubs are offered for elementary age kids, with trips and special events thrown in each week.

Open recreation sessions are run by the Center daily from 1:00-5:00 p.m. at: Precita Park, Bernal Dwellings, and Holly Courts, and feature crafts, games, and trips. There's even a club for kindergarteners.

NEW
COLLEGE HILL
MARKET
3798 MISSION
Corner of Richland

BE SMART...GO TO COLLEGE

Add to the schedule children's crafts class two mornings a week; and a special tutoring program; and it all adds up to quite a bit of activity for the young ones. Interested adults can take part in the weekly Ladies Sewing Club, or the monthly Parents' meeting or the Parents Health Committee. Or they can join organizations with special focus, which meet at the Center: Holly Courts Residents, Bernal Tenants' Association, or the Bernal Heights Association -- all of whom are given use of the building.

For further information on activities, call the Center at 824-0552.

NOTE: If your organization would like to let others on the Hill know of activities, pass them on to Reg Wrenn, Editor of BHA's monthly newspaper, "Around the Hill." Phone him at 826-3889.

WHO MAKES THE FAIR RUN?

CHAIRMAN	Leslie Cutcomb
Arts and Crafts	Jerry Prewitt
Entertainment	Jerry Collins
Flea Market	Cora Parik
Office Manager	Mimi Mueller
Publicity	Bud Robbins
Posters	John Frey

THANK-YOU'S FOR SPECIAL HELP go to:

Thomas J. Mellon, S.F. Chief Administrative Officer; Recreation-Park Department; Pacific Gas & Electric; Pacific Telephone Co.; Professional Color Laboratory; San Francisco Police Department, and, in particular, Community Relations Officer Spottswood. Our apologies to those others whose names were not turned in by the printer's deadline.

BERNAL HEIGHTS JOURNAL

EDITORIAL STAFF

Mark Green
Sally Green
Reggie Wrenn

plus individual contributors, who are identified by byline.

PHOTOGRAPHY

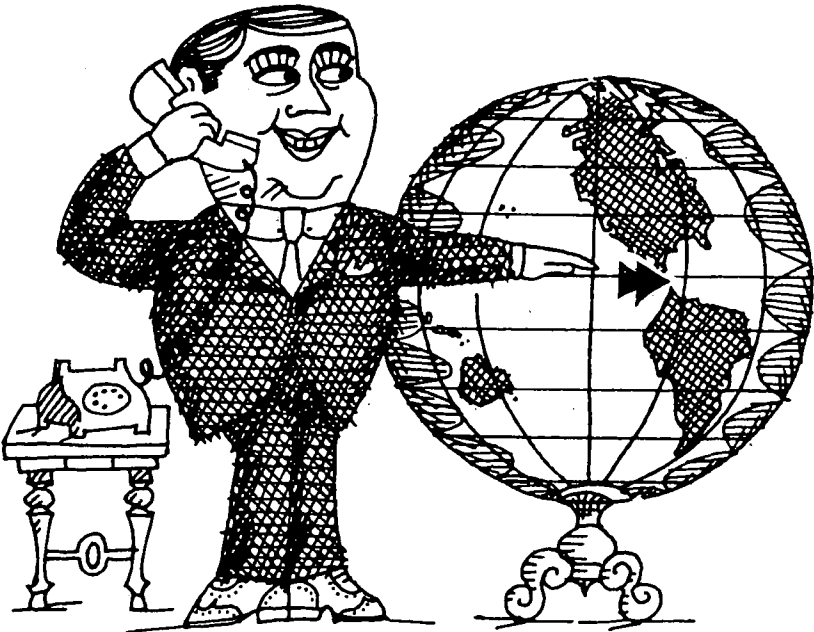
Carl Mueller
Mimi Mueller
George Vinsant

and to those uncredited photographers who turned their photographs into the BHA's "archives"

ADVERTISING & LAYOUT

Rich Boles
Larry Buttwinick
Leslie Cutcomb
Lee Egger
Iva Tompkins

Come to the Precita Park Fair Sunday, August 25th



See our Direct Distance Dialing display and you may win a free Long Distance demonstration call.



Pacific Telephone

EVERYTHING
you need
in Artist & Framing
Supplies

LESSER'S
MIRROR
HOUSE

2812 Mission Street
(near 24th)
Phone 282-5712

ALABAMA CLEANERS

Reweaving - Dyeing
Dressmaking - Alterations - Knit Blocking
Laundry Service

1396 ALABAMA ST. Phone 824-8115

Rite Way
Market

500 PRECITA AT 2-8086

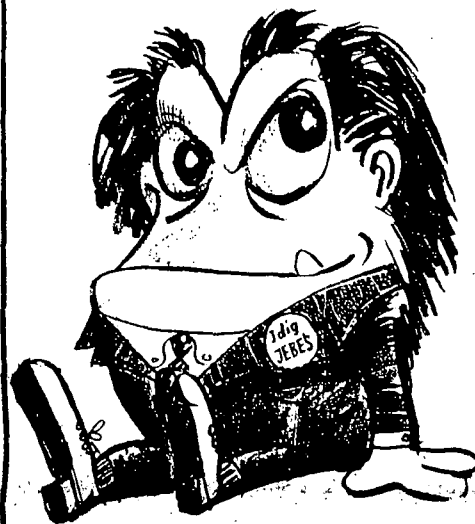
Bernal Heights Kids, 1905

A "secret" club house was recently discovered in the wind mill tower at the home of Mr. and Mrs. Cutcomb, 450 Murray Street. Yellowed, musty Club House rules revealed: RULES OF THE CLUB HOUSE.

- 1. 5¢ fine for swearing in the club room
- 2. 5¢ fine for fighting in the club room
- 3. 5¢ fine for giving the name away of club
- 4. 1¢ fine for being late to the meeting
- 5. 10¢ fine for breaking up the club house
- 6. 5¢ fine for throwing rocks at club house or anything

CONT. ON PAGE 10

JEBE'S
CAMERA SHOP



- ★ CAMERAS
- ☆ PROJECTORS
- ★ PHOTO SUPPLIES
- ☆ HALLMARK CARDS
- ★ CUSTOM DEVELOPING
- ☆ PHOTOSTATS
- ★ RENTALS
- EASY CREDIT TERMS
- ☆ TRADE-INS ACCEPTED

WALT JEBE
4519 Mission St.
JU 6-8300



B & H
TROPICAL FISH

- * Aquariums & Accessories
- * Pet Supplies
- * Custom Made Wood and Plastic Aquariums
- * Frozen and Live Fish Foods
- * Aquatic & Plastic Plants

TROPICAL & SALTWATER FISH

HOURS: Mon., Tue., Thur. Fri 11 a.m. to 8 p.m.
Saturday 10 a.m. to 6 p.m.
Sunday 10 a.m. to 6 p.m.
CLOSED WEDNESDAY

3277 MISSION ST. 826-4247

PEACE
and
BROTHERHOOD

ASSEMBLYMAN
JOHN L. BURTON
20th ASSEMBLY DISTRICT

We had enough questions from people who WERE tired of looking at messy vacant lots that the BHA wrote to the Department of Public Works. Their answer was as follows:

May 9, 1968

Bernal Heights Association
177 Elsie Street
San Francisco, California

Re: MAINTENANCE OF VACANT LOTS

Gentlemen:

This is in reply to your letter of April 30, 1968 requesting information on regulations governing the maintenance of vacant lots.

Briefly, dumping refuse or rubbish on a vacant lot or any other area is a violation of the Health Code. Failure of a property owner to remove refuse or rubbish from a vacant lot within 30 days after re-

ceiving a notice from the Police Department to do so is a violation of the Police Code.

If there are violations of these code provisions which you wish to report, you may communicate directly with the Food and Sanitation Inspection Division of the Health Department or with your District Police Department Station. If you would like assistance or further information on this matter, please

call Mr. T.A. Pedersen of the Bureau of Engineering at 558-4391.

This Department will be pleased to assist your association in any way we can.

Very truly yours,
S.M. Tatarian
DIR. OF PUBLIC WORKS

We repeat -- call the Health Department or Ingleside Police Station.

FARMERS SUPER MARKET

• GROCERIES • LIQUOR • BEER
• MEAT • DELICATESSEN • VEGETABLE DEPT.

448 Cortland Ave. MI 8-3221

Phone: VA 6-6551

House of Beauty

419 Cortland Ave.
San Francisco, Calif.



NUTRILITE
FOOD SUPPLEMENTS

Edith Reinberg Cosmetics

NPI HOUSEHOLD
PRODUCTS

548 PRECITA AVE.

824-4060

BAYSHORE LUMBER CO.

FIR - REDWOOD - PONDEROSA PINE
MOULDINGS - SHEETROCK - RUSTIC
WALLBOARD-INSULATION-CEILING
TILE

MILLWORK-BUILDING MATERIALS
PLYWOOD & SHELVING CUT TO SIZE

OPEN SATURDAYS TILL 1 PM
WE DELIVER

SELLING

Quality-Service-Value

175 Bayshore Blvd.
(Between Army & Oakdale Av.)
VA 6-2244

Bernal Heights Today

YES! THERE IS A BERNAL HEIGHTS!



HAS NO ROOM ANYMORE FOR THIS ON "NANNYGOAT HILL"...

Nannygoat Hill-No Goats Allowed

Ten years ago, the CHRONICLE could still write: "The top of Bernal Heights is as unashamedly rural as the outskirts of Petaluma . . . above the traffic noise of a family of skunks has found refuge from the neighborhood dogs in a snug home of blackberry brambles."

Which other district in San Francisco can claim to have had both a gold rush and a range war?

The gold rush didn't last very long, but a lot of rock got crushed atop the Hill when, in 1876, a Frenchman named Victor Resaye announced the discovery of rich ore there. The error was quickly discovered.

It was a small, but intense range war - between the city poundsmen and the Irish who first settled on Nannygoat Hill. The settlers usually kept a cow or a couple of goats, and when these would disappear, they blamed the poundsmen.

Things boiled over when the highly respected Widow O'Brien lost her cow. "Every man, boy, and dog on the hill assembled and roughed up the poundsmen and drove them off the heights. The interlopers never returned."

In the nineteenth century, the city representatives lost and the goats won, and stayed on the hill.

But times HAVE changed in our present century of civilization and technology.

Two years ago, Billy the Kid (not a nanny, to be sure, but a goat nevertheless) arrived on what is now more genteelly known as Bernal Heights. He was the beloved mascot of the Bernal Heights Girls' Club - till the Health Department heard about it, and evicted him from the Hill. This time, Billy went - and the City officials triumphed. All that remains is his picture above.

But while the goats are gone, the Irish are still very much with us.

A SPECIAL DIG IN CEREMONY WILL BE HELD ON SAT. AUGUST 24 TO REPLACE ONE OF THE TREES IN PRECITA PARK RECENTLY DESTROYED BY VANDALS. ON HAND TO GIVE MUSIC AND DANCE TO THE DIG IN WILL BE THE CLEVELAND WRECKING COMPANY BAND, AND THE FAMOUS DUNCAN TROUPE PLUS MANY OTHERS. COME AT 1 P.M. AND SEE BERNAL HEIGHTS ASSOCIATION PREXY LARRY BUTTWINICK IN ACTION!

PAYLESS CLEANERS

3294 MISSION ST., AT 29TH ST.
MISSION 7-2854

SUITS	SKIRTS (PLAIN)	SHIRTS
DRESSES (PLAIN)	SLACKS	WEATERS
COATS	SPORT SHIRTS	

\$1.19 **.64c**

COMPLETE LAUNDRY SERVICE

RACE RADIO & TV

"PORTABLE TV REPAIR"

3274 MISSION NR. 29th

VA 6-1303



SAFEWAY An equal opportunity employer is interested in employing ...

Bi-Lingual Checkers and Stock Clerks for Safeway Retail Stores

Apply Now to

Calif. State Employment Service

134 California St., San Francisco

Excellent wages, fringe benefits.

Chance for advancement

APEX CLEANERS

1000 CORTLAND

8 Hour Special

WE OPERATE OUR OWN PLANT

MI 8-5282

"WINNIE, THE BALLOON MAN" WILL LAUNCH HIS FABULOUS HOT AIR BALLOONS, ON SATURDAY AUGUST 24, ANNOUNCING THE OPENING OF THE BERNAL HEIGHTS FAIR, AT 1 P.M.

N & J Cortland Ave. Hardware

515 Cortland Ave.

285-0868

GLASS - Cut and installed
PIPE - Cut and threaded
Keys and Housewares

GRACE'S 'The Corner'

ANNOUNCES IT'S ANNUAL

LUAU DAZE OVER LABOR DAY WEEKEND,
AUGUST 30, SEPT. 1, 2, 1968

Try Us for Your Next Prescription

DISERNIA'S PHARMACY

One of the Largest Prescription Stocks in the Mission

3149 MISSION ST., Corner Precita PHONE 824-4044

OPEN EVERYDAY OF THE YEAR

ASK FOR THE **Rexall** BRAND...THE BEST KNOWN NAME IN DRUGS



1964 Fair. Photo by George Vinsant

Every year the Annual Street Fair gets wider attention. This year, the August issue of SAN FRANCISCO magazine carried a two-page spread, devoted to the Fairs of the past. It was written by the Hill's Greta Van Praag, who knows whereof she speaks, for she was the first "Madame Art Chairman" on the Hill, and she's been active ever since. In case you missed the August issue of SAN FRANCISCO, here is Greta's account of the Fair and the people who attended and participate.

FIESTA ON THE GREEN

By Greta Van Praag
(reprinted from SAN FRANCISCO, August 1968)

The cadaverous clown leans back and feeds a burning torch into his mouth. A flame, two feet high, shows red and yellow against the black panel behind him. Tiny Esmeralda, leading a white dog on a tinselled leash, passes the collection plate. Casablanca? Vera Cruz? No . . . San Francisco, Bernal Heights.

Bernal Heights on a foggy Sunday morning. In the trees around the Precita Green, hundreds of sparrows shake their damp feathers and start chirping all at once. Yesterday, the fair committee worked late into the night, setting up the booths and tables, building the stage over the sand-box near Alabama Street. At seven o'clock sharp, the bells of St. Anthony are beginning to ring. First to arrive on the Green is Julie the Gluesniffer, carrying her



**WALDO
VELASQUEZ
FOR
CONGRESS**

art show entry in a large cardboard box. Soon, several children, and then some adults arrive, each clutching a picture or a sculpture. Two rented trucks appear, and the ladies from the NAACP begin stocking the refreshment stands, while two husky teenagers unload countless boxes of supplies. The kids are not yet fully cranked up. Except for the bells, the birds, and an occasional car washing on Army Street a block away, the Green is still moderately quiet.

There are people in San Francisco who never heard of Bernal Heights, although the grassy peak, crowned by the Telephone Company's ugly erector set, can't be missed from any viewpoint in the city. North of the hill, Precita Avenue still follows the contour of the willow studded, trout rich creek which once separated the pastures of the Mission Dolores from the Rancho Bernal. Where the creek widened into a pond, the Precita Green spreads out today: two city blocks of smooth green meadows, surrounded by trees. Here, on the Sunday closest to September first, the Bernal Heights Association holds its great annual fair -- the only strictly non-commercial one in the Bay Area. The fiesta's organizers are never mentioned on the society page, and no tourist has yet found his way to the Precita Green. But families come to spend the afternoon, and from Twin Peaks to Hunter's Point children save their pennies for the Sunday when the entertainment is free, the chicken has plenty of chile in it, and a nickel will still

CON'T. ON PAGE 6



Emblems of Safety and Service

SAN FRANCISCO
2601 Mission Street • 648-8800
3550 Geary Boulevard • 387-0331
1601 Ocean Avenue • 333-0995
3rd & Quesada • 647-9620



**Congratulations and
Best Wishes on your
Fifth Annual
Bernal Heights Fair**

Senator Milton Marks

**ROY'S ENCO
SERVICE**

282-7400

701 CORTLAND AVE.



SAN FRANCISCO
PETS & AQUATICS
925 CORTLAND AVENUE

PHONE...4 9841

PETS, PET SUPPLIES, DOG GROOMING



CONGRATULATIONS AND GOOD LUCK....
FROM

Jenny Lou Beauty Salons
YOLANDA JAKEZ

4901 MISSION
PHONE 585-3897

830 CORTLAND AVE.
PHONE 282-3860

FIESTA ON THE GREEN

CON'T. FROM PAGE 5

buy a model car, a hat, or a potted cactus.

The inhabitants of Bernal Heights are a kaleidoscopic lot, too busy to be much concerned

with the color of their neighbor's epidermis. Who cares whether the black family next door came from Alabama or West Oakland, the Spanish-speaking old woman scutt-

ling down to early mass from the Philippines or El Salvador? The Sears Department Store by the foot of the hill sells more muumuus in a month than other Sears outlets move in a year, for there is a large Polynesian colony on the hill. Artists have long known about the neighborhood's endless vistas and polyglot charm, ever since Charles Marsden Brooks, co-founder of the Art Institute and the Bohemian Club, built his house high up on Prospect Avenue in the eighteen eighties. Within the last twenty years, a sizeable minority of refugees from the urban sprawl of the East Bay and Peninsula found the ramshackle old houses with their views and gardens a desirable alternative to cramped, over-priced downtown apartments. These newcomers brought along middle-class goals and values. As their suburban folkways blended with local customs and mores, the Bernal Heights Association and its Fiesta on the Green, supporting a cluster of self-help programs, was born. Recently, a new dab of psychedelic color has come to the steep streets when some tribal groups of Hippies, fleeing police and tourist harassment in the Hashbury, settled on the hill.

Seven fifteen in the morning, and high above the Green, Madame Art Chairman steps out of her house on Mirabel. The fog carries a faint taste of wood smoke, subliminally reminiscent of cook-outs in the redwoods. Some cottages among the tree tops are still heated with wood burning cast iron stoves. Up on Bonview Street a rooster crows, another one over on Peralta answers. Some of the hill people raise illegal fighting cocks. As Madame Art Chairman starts down the endless flights of stairs to the Green, she does not yet know that she will leave the fair only twice in the next fourteen hours -- to use the restroom in the nearby Chevron station. As she reaches Precita, the Fair Director also arrives from the other side, and they are instantly sur-

rounded by people clamoring to have tables, booths or duties assigned to them. The art show has drawn crowds of Sunday painters, but also a few professionals, and there are the hardy perennial ARTSYCRAFTSIES who every summer move their merchandise through a zodiac of local fairs --

beginning with the genteel Marin Art-and-Garden, and ending with the State Fair in Sacramento. Prices charged and totals tallied are somewhat lower on Bernal Heights than on Upper Grant or Jack London Square. Just the same, the potters and weavers, the

CON'T. ON PAGE 7



1967 Fair. Photo by Carl Mueller



FREE
Safe Deposit
BOX

with \$2500 account

5% = 5.13%

Current Annual Rate
Compounded Daily

When account
maintained one year

OR ASK ABOUT OUR

5% + 1/4% = 5 1/4%

3 year savings certificates in multiples
of \$1,000 (Rates determined quarterly)

OPEN SATURDAYS 9-1 p.m.

Bring this ad for free Spanish Mission Guide



Se Habla Espanol

Si Parla Italiano

Guarantee Savings & Loan Assn.
of Livermore Valley

MISSION AT 21st, SAN FRANCISCO
Phone 648-8900

Goodman LUMBER



CHARGE IT WITH GOODMAN'S
REVOLVING CREDIT PLAN!

KITCHENS
LUMBER - PLYWOOD - FENCES
WALLBOARD - FIBERGLASS
SHEET ROCK - MASONITE
BUILDING MATERIALS • BUILDING HARDWARE
MOSAIC TILE
MILLWORK - WINDOWS - DOORS
Roofing & Insulation - Glidden Paints
Electrical Supplies
FLOOR TILES - LIGHT FIXTURES
American Standard Bathrooms - Vanities

GOODMAN

LUMBER CO.

445 BAYSHORE BLVD.
SAN FRANCISCO Phone 285-2800

OPEN SUNDAY 10 to 4, MONDAY 'TIL 9 P.M., DAILY 8 A.M. TO 5:30 P.M.

BIG CASH JACK POT DRAWING

--plus--

**\$1,000 DANCE
CONTEST
EVERY**

FRI., SAT., SUN.
9 p.m.

Rock Garden
Daly City Freeway to
Alemany to Ocean to **4742 Mission**

BEST WISHES

BERNAL HEIGHTS ASSOCIATION



BILL NEWSOM

DEMOCRATIC CANDIDATE

STATE SENATE

FIESTA ON THE GREEN

CON'T. FROM PAGE 6

leather workers and silversmiths return year after year to this one fair which is strictly for fun. Here, no Chamber of Commerce collects stall rent or a cut of the take, or insists on regulating the noise, color and unpredictability of the fiesta.

The refreshment stands are buried under mountains of tacos and tamales. Battalions of soft-drink bottles float in vats of melting ice. By mid-morning, the art show is hung and ready for the jury. The photography section off by itself and behind it, on panels between the trees and overflowing onto the cyclone fence of the Le-Conte school yard are over four hundred pictures of every medium, size and quality. Sculptures have been set up on stands and tables, the largest ones stand directly on the grass.

While the show is put up, Madame Art Chairman finds herself breaking her own ironbound rule that every work entered must be an original. No copies, tracings, paint-by-numbers! But now, she can only smile weakly when a thin boy in a wheel chair, pushed by an old woman, holds out a copper plaque with Leonardo's Last Supper embossed on it. The illegal plaque is hung on the schoolyard fence, the boy in the wheelchair stations himself next to it. Madame Art

Chairman, her code of ethics smirched, brings him a hot dog on the house. Later in the afternoon, somebody actually buys the thing for five dollars, and the boy is speechless with pride.

Fifteen year old Julie the Glue-sniffer has hung her mobile of plastic and balsa wood from a tree. It is a monkey -- no, a soldier -- no, a clown! It has two faces -- one, where a face ought to be, and one peeking through a hole in the belly. Sequinned aluminum streamers catch the light and tinkle in the light breeze. Red and yellow, blue and green, damndest thing you'd ever seen. Julie has worked on it all through the summer, it really should get first prize. The jury of two painters and a sculptor think so too. A hundred dollar bond, Julie!

Across the Green, in the Children's corner, the young mothers are spelling each other, reading stories to ever changing groups of kids. Babar - Flicka, Ricka and Dicka - Winnie the Pooh. Children paint themselves through a maze of white paper while a teenage girl keeps the tempera pots filled and replaces the panels. The finished sheets are bought up as soon as they dry, they are very decorative. The money goes into the girl's club excursion kitty. The young mothers have teased and

wheedled the neighborhood merchants into contributing prizes for the fish game, the ring-tossing, the pop-the-ballon. The older children have their own projects going. A puppet show draws the moppets, there is a fortune teller, and some kids from the housing project have set up a "Lucy's Booth" out of Peanuts, where they dispense cookies along with psychiatric advice. The kids from Lundy's Lane are selling water color pictures painted inside jar lids and oleo containers, seed beaded jewelry and lid holders. At a nickel a piece, business is brisk.

By noon, the fog has burned off. The first folk singer has climbed the stage, his amplified voice bellying above the amorphous racket on the Green. MY WIFE HAS UP AND LEFT ME - I DON'T KNOW WHERE SHE WENT - I GOT A LETTER FROM WASHINGTON - SHE'S RUNNING FOR PRESIDENT. GOOD NIGHT, IRENE... The rhythm of the auto-harp rises to the top of the hill, to the red-rock cliffs beyond the last houses. From up here, the Green now looks like a wriggling sunburst exploding with color. Big trailer rigs ring the fair grounds. The Phone Company offers free long-distance calls, the Tuberculosis Associa-

CON'T. ON PAGE 8

COMMERCIAL RESIDENTIAL

JOHN McKENZIE

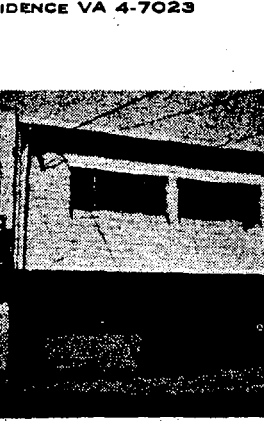
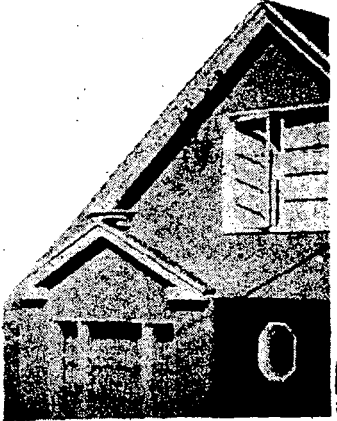
Plumbing Contractor

REGISTERED

DAY or NIGHT PHONE
861-7984

258 CLINTON PARK, SAN FRANCISCO

Are You One Of The 39 Happy Home Owners?



BERNAL HEIGHTS
SPECIALIST



TESSIE MARTINIS



MARTINIS REALTY

272 WEST PORTAL AVENUE
SAN FRANCISCO 27, CALIF.
TELEPHONE MO 4-4738
RESIDENCE VA 4-7023



W. M. CUTCOMB
ACCOUNTANT

ACCOUNTING, BOOKKEEPING
TAX SERVICE

VA 6-5206
450 MURRAY ST.
SAN FRANCISCO, CALIF.

BISHOP'S GROCERY

GROCERIES - FROZEN FOODS
BEER - WINE
398 Precita VA 4-9796
("SUCCESS IN YOUR TREEPLANTING")



PERMANENTS · TINTING
STYLE CUTTING · BLEACHING

Aida's Beauty Salon
(Special Care)

AIDA DE JESUS
PHONE 285-3137

430 CORTLAND AVE.
SAN FRANCISCO, CALIF.

FIESTA ON THE GREEN

CON'T. FROM PAGE 7

tion chest x-rays. Inside the huge P.G. and E. truck, racing chains of colored twinkle lights demonstrate that NUCLEAR FISSION CAN BE FUN! BART has a layout of maps and blow-ups, and at the Bernal Heights Association booth you can sign up for a tree in front of your house, look at the home-designed master plan that will make Saint Francis Wood look sick, or even join up and become a member at two bucks a year. All around the Green, the tables of the artsy craftsies are loaded with jewelry and prints, ceramics and textiles. Between the White Elephant, where a dime will buy the choicest kitsch in town, and the Cat Lady with her dainty feline miniatures painted on brooches and cuff links, stands a young couple in Tyrolean peasant costume, hawking wax candles in fancy shapes and colors. The churchy scent of their wares mingles with the chile-and-onions come-hither of the NAACP's bistros. In a locked glass case is some precious merchandise: colored wax figures of madonnas, saints and angels, cast from molds the young man's grandfather brought from Austria. Nearby, a glass blower conjures up sparkling swans, deer, a transparent windjammer with billowing sails - all from a magic wand heated over a Bunsen burner. The demonic fire eater draws the crowds - who could guess that he

is a county hospital intern who learned the art from an uncle in Guadalajara?

Families have settled down for picnic lunches amidst booths and milling strollers. The hippie costumes add a medieval note. A bearded boy in orange tights and a purple velvet cape strums a lute. The local characters are all there - Ophelia, the Peon, the Moon Lady and Grim Gary. Friar Shmuck has bought some seed beads in the children's corner and added them to the little mirrors flashing on his monastic robe. On stage, the Cayuga Folk Twirlers swirl folk, followed by a boy scout dancing zoo - two boys inside each animal costume. There is a beautiful Indonesian shadow play and the Aztec Calendar belts out some hard rock. Monica and her daughters do four Samoan dances. Monica looks younger than Julie the Gluesniffer, but her neighbors know that she is the most beautiful grandmother this side of Marlene Dietrich.

After a Karate act, the Julian Theater from Potrero puts on a Chekhov one-acter. The Julian Theater is good - but the show is stolen by Queenie, a brown mongrel bitch. Midway through the play, she has gone into labor underneath the stage, and before it ends, the first puppy has appeared. Somebody runs for a blanket. Queenie's owner wriggles under-

neath the stage and flings his arm around the panting dog, sheltering her against the wind. A crowd of children transfer their interest from the stage to the delivery room and cheer the arrival of eight additional pups. When Queenie has finished her performance, the applause cleaves the sky. The canine family, unquestioned stars of the fair, ride off in their owner's pick-up truck.

A hard act to follow - but the VODOO WITCHES are up to it and have to do two encores. Fog has been rolling down the Twin Peaks slope, but Bernal Heights is still in the sun. The young mothers are beginning to leave, tired, cranky toddlers in tow. The NAACP ladies have run out of tacos and chicken and are giving away the last icecream cones. Empty spots on the display boards show where pictures have been sold. The artsy craftsies too are packing up. Some have a long way home, to Petaluma or Santa Cruz. Tired committee chairmen are adding up their totals among the tumult of the break-up. Even without collecting charges, White Elephant and Green Thumb have taken in enough to help out the girl's club for another year, to underwrite some tree-planting and maybe, just enough for a beer-bust next week for all the volunteers who are even now swinging into Operation Pick-up-Cleanup.

**Come to the fair --
Sunday, August 25**

BRIDGE THE CREDIBILITY GAP!

**VOTE REPUBLICAN
THIS YEAR!**



**CONTACT:
BERNAL HEIGHTS
UNITED REPUBLICANS**

ROBERT SCHWARTZ
81 MULLEN AVE.
SAN FRANCISCO, CALIF.
94110

PHONE: 648-0589



SAVON CLEANERS



803 CORTLAND AVE.

PH. 826 2130

UNDER NEW MANAGEMENT.
WE GIVE BLUE CHIP STAMPS

**N & J Cortland Ave.
Hardware**

515 Cortland Ave.

285-0868

GLASS - Cut and installed
PIPE - Cut and threaded
Keys and Housewares

**GILBO'S
1 HR. CLEANERS
CO-OP TYPE CLEANING
ALTERATIONS
REPAIRING
WEAVING**

"WE
OPERATE
OUR
OWN
PLANT"

**331 CORTLAND AVE.
PHONE 282-3700**

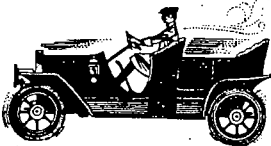


1966 Fair. Photo by George Vinsant



BEST WISHES FROM NORTH BEACH!

TOPLESS QUALITY
BOTTOMLESS PRICES



BAY HARBOR AUTOMOTIVE
175 BAY STREET
SAN FRANCISCO



WE INSPECT YOUR SMOG VALVE WHEN
WE TUNE YOUR MOTOR.....

NORMAN HEALION
CHRIS HANNO

YUKON 6-2075

SINCERE BEST WISHES
TO BERNAL HEIGHTS
FIFTH ANNUAL FAIR

WILLIE L. BROWN, Jr.



JIM'S

WASHER AND DRYER
SERVICE

Home or Commercial
Expert Maintenance

ALL Makes and Models
Sales

NEW and USED
Washers and Dryers

Pickup & Delivery

627 CORTLAND AVE.

AT 5-1030 DE 3-1938

ROY'S
PHILLIPS 66
SERVICE



ROY PETERSON

Army & Bryant Streets
Phone MI 8-3669
Pick-Up and Delivery



PHONE 647-8265

4 HOUR SERVICE
Golden State Cleaners

WE SPECIALIZE IN 4 HR. CLEANING....
(INCLUDING SAT.) DRAPES, SHIRTS... SAME DAY

3287 ARMY AT SO. VAN NESS PH 647 8267

YOSEMITE MEAT MARKET

CHOICE MEATS - POULTRY
and EGGS

3202 FOLSOM STREET
TELEPHONE ATWATER 2-0683



DO YOU READ YOUR
HOROSCOPE AND SAY
...I DON'T REALLY
BELIEVE THIS.....
BUT!!!

BE THE FIRST ON YOUR BLOCK TO HAVE
YOUR OWN PERSONAL STAR SIGN MEMO
PADS!

GREAT GIFT FOR YOUR STAR GAZING FRIENDS
AND KEEP ONE BY YOUR TELEPHONE.....

FOR INFORMATION WRITE...LUCKY STAR
450 MURRAY ST.
SAN FRANCISCO 94110

Professor says trees 'eat' smog

"Ten trees should be planted for every automobile in California," claims a professor at the University of California - San Francisco Medical Center. Dr. Chauncey D. Leake points out "that planting trees, in addition to beautifying the landscape, is beneficial to health."

"The tree leaves help maintain a healthy balance of carbon dioxide and oxygen in the air we breathe," Dr. Leake says, "and tend to offset the effects of smog caused by industry and vehicle exhaust fumes."



Bernal Heights Kids, cont'd.

CON'T. FROM PAGE 3

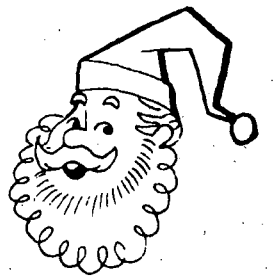
Improve your home and you improve the neighborhood.
Improve the neighborhood and you improve the city in which you live.
Improve your city and you have helped to make your nation a little better.

A nation is people; and when that nation is a little better, so then, must be its people.

It follows that the great chain is strengthened universally as nations, people and communities strive to improve themselves.

Do Your Christmas Shopping Early!

Avoid the last minute rush
Buy inexpensive ash trays, vases, jewelry, paintings, and sculptures for yourself, your friends or Mother-in-law, for Christmas, birthdays and anniversaries too!



A relaxed little bistro at the bottom of Bernal Hill serving sandwiches on whole grain breads with crisp green salad from 11 a.m. Steam beer and fine California wines. Quality home style dinners with a continental flair from 6 p.m. to 11 p.m. We'll whip out a sandwich or a super home-made dessert for our after theatre friends. Surpassing coffee and teas, cold or hot spiced apple cider. Visiting hours 10 a.m. to 2 a.m. 300 Precita (at Folsom). Mission 7-5900.

Peter Cancilla, prop.

BEST WISHES FROM
THE BERNAL HEIGHTS FRIENDS

CONGRESSMAN
PHILLIP BURTON

L & M
LAUNDERETTE

QUALITY DRY CLEANERS & LAUNDRY
COIN LAUNDRY & DRYERS
ALTERATIONS

Wash - Dry & Fold By the Load

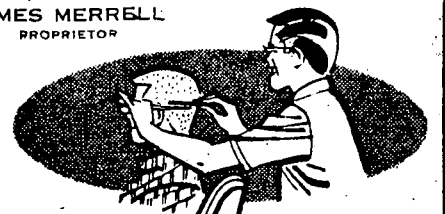
RUGS....ALL SIZES

572 PRECITA AVE.
NEAR ARMY STREET

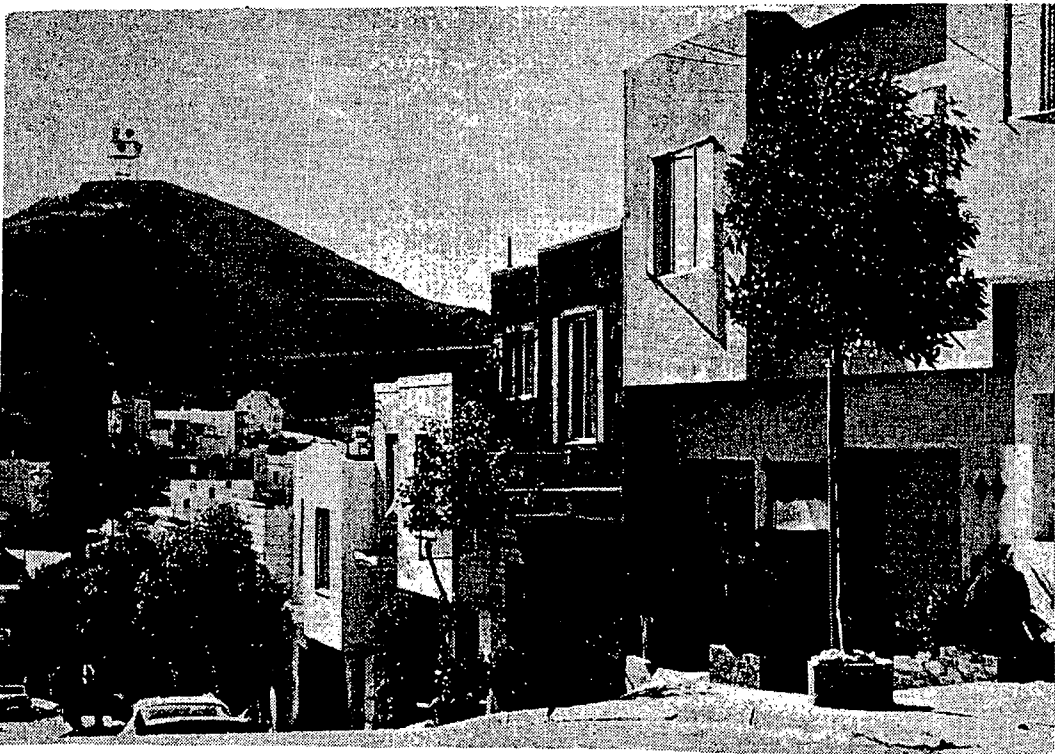
PH. 826 7524

Bluebird
BARBER SHOP

JAMES MERRELL
PROPRIETOR



2873 ARMY ST.
VA 6-7227



Face Comes to Bernal Heights

The homes of Bernal Heights present a "San Francisco: Then and Now" appearance -- with old Victorians intermingled with new buildings. But whether built "then" or "now", the Hill's homes can be pleasant, as the pictures on this page testify.

But many home owners, blocked by the difficulty of securing loans in our area, or, in some cases, unable to afford the cost, have NOT been able to put old homes into good repair.

That's why the Bernal Heights Association worked to bring FACE into our neighborhood.

- FACE CAN HELP**
- RESTORE YOUR PROPERTY, to sound condition and better appearance.
 - PROTECT YOUR INVESTMENT. Property represents a life savings for many people. The improvements done with the help of FACE help maintain and enhance the value of property.
 - IMPROVE OUR NEIGHBORHOOD. Better housing means good neighbors are likely to stay and build stable neighborhoods. The City does its part by street and other improvement in the neighborhood.

WHAT IS FACE?

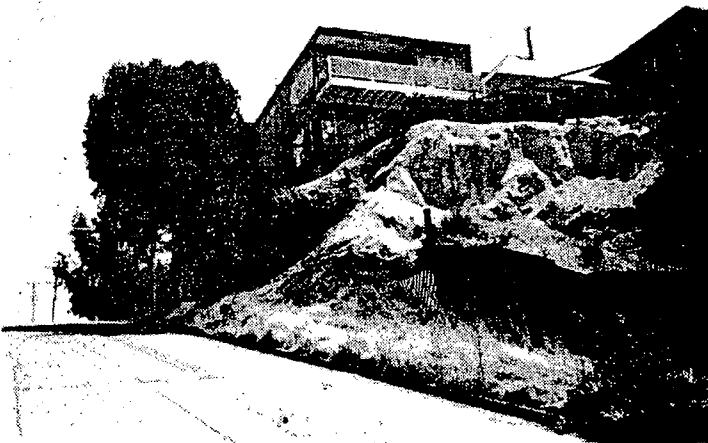
It is the City's Federally Assisted Code Enforcement program, designed to conserve and improve the city's neighborhoods, by offering help, including low-cost loans or grants to the people in a FACE area.

WHAT SERVICES WILL IT OFFER HOME OWNERS?

- LOANS AT 3% INTEREST to homeowners to make rehabilitation possible.
- GRANTS which need not be repaid, for low-income property owners not able to pay back loans, in order to bring their houses up to code.
- INSPECTION OF PROPERTY, with a detailed reporter by an inspector of what is needed.
- HELP IN PLANNING IMPROVEMENTS, including free preparation of plans, if you wish it.
- FURNISHING OF A COST ESTIMATE of work to be done, again without charge, at your request.
- HELP IN ARRANGING FINANCING through a City financial officer, if you want this help.
- ASSISTANCE IN FINDING A RELIABLE CONTRACTOR.
- HANDLING OF BIDS, CONTRACTS, PAYMENTS as your

- agent during construction.
- INSPECTION OF WORK IN PROGRESS, to assure that the work is satisfactory.
- CLEARING OF THE RECORD as to legal status of the property.. For instance, previous improvements done without permits and permissible conversions to apartments are legalized.
- A FACE OFFICE WILL BE LOCATED IN BERNAL HEIGHTS FOR THE CONVENIENCE OF PROPERTY OWNERS IN FACE AREA 1.
- IS MEETING CODE HARD FOR OWNERS OF OLDER HOUSES? NO!

- STANDARDS ARE DIFFERENT for older buildings from those imposed on new construction. Generally, most conditions are accepted if they were legal at the time the building was constructed, or converted to its present use. Only in a few important safety matters does the code require corrections at today's level, no matter when the building was built.
- HARDSHIP EXCEPTIONS are sometimes necessary from code requirements. An owner can appeal to the Housing Appeals Board for waivers or alternates to code requirements; or for time exten-



sions -- if hardship is evident, and health and safety is not basically involved. Also, special consideration can be given, by delaying required work, for owners who are seriously handicapped or ill.

CAN YOU DO MORE IMPROVEMENTS EVEN IF NOT REQUIRED TO COMPLY WITH THE CODE?

In many instances, people will put in "extras" -- picture windows, decks, major appliances, new rooms, etc. Although FACE encourages owners to make these kind of improvements, federal loans are available only for required work. But this program,

with its low-cost loans for required work, has often made it financially possible for people to go on to additional improvements.

FACE HELPS THE WHOLE COMMUNITY, TOO

The City pays 1/3 of the cost of FACE, the Federal Government pays 2/3. The City's share goes into street improvements and beautification programs for the area . . . including street and sidewalk construction and resurfacing, street lights, trees, etc.

AND THAT'S WHY BERNAL HEIGHTS WILL SOON WELCOME FACE TO THE HILL.

CANCILLA'S MARKET

LIQUORS GROCERIES PRODUCE

3216 FOLSOM ST. Phone MI 8-3239

OPEN 8:30 a. m. to 8:00 p. m. Daily
8:00 a. m. to 6:00 p. m. Sundays



Why Do We Need The Bernal Heights Association??

OUR FIFTH ANNUAL STREET FAIR?? We should certainly be proud, as we are the first neighborhood to have fairs in S. F. I would like to think that our fairs have continued because of the COMMUNITY SPIRIT begun by the Bernal Heights Association.

The activities of the Association are as varied as the interests of members who participate. Some activities this year, have been: Resolution endorsing the FACE program in a portion of B. H. (see map); an extensive street-tree planting program headed by Lee Egger (almost 200 trees so

far); meetings with the S. F. Planning Commission to get our PLAN in the works; membership in the Mission Coalition which is a citizens group working with City Hall to improve the Greater Mission; pursuing beautification such as possible planting of the median strip of Army St. and the new Bayshore interchange; to name a few.

We are especially happy to be a part of a Youth Work Project in conjunction with the Precita Center which will last for several months. The youth will be planting trees, cleaning-up when time permits, and will be available for other programs the Association members suggest. We have pledged \$300.00 from our treasury

to help.

There are so many necessary areas in which we could accomplish much with MORE, MORE, AND MORE PEOPLE who would devote a little time. Some of these might be Top of the Hill Park; schools; Community Center; an 'All-Out' Cleanup; Postage-Stamp Parks; Observers Bureau to attend City Hall meetings and report back; plus YOUR concerns.

A GROOVEY way to begin your ACTIVE participation will be at our general meeting, SEPTEMBER 4TH, WEDNESDAY, 7:30 P.M. at: Burgermeister Brewing Co., 470 10th St., SF.

No Dinner -- but brew.
Larry Butwinick,
President



Trees Spring Up on Bernal Hills
By Lee Egger

BERNAL HEIGHTS BEAUTY TREATMENT CAN BE SEEN (leading one to wonder just why man builds his concrete jungle thinking he is improving on nature's green) via Indian Laurel, Maytem and Acacia, red flowering Eucalyptus, Ficus Retusa, Victorian Box, flowering purple Plum, Bottlebrush, Elm and Evergreens. EAST-Mullen Peralta, Montcalm, Florida & upper Rutledge. WEST-Manchester, Montezuma, Mirabel, Lundy's Lane, Winfield, Virginia & Elsie. NORTH-Ripley, Harrison, Precita, upper Alabama & Carver. SOUTH-Moultrie, Gladys, Ellsworth, Putnam, Bonview and Murry. Yes, all 400 of them.

BERNAL HEIGHTS, as everyone knows is an old but quaint and picturesque part of the city where Regnat Populus (the people rule) and this summer BERNAL HEIGHTS seem to have grown taller from walking with the trees.

Not only did the trees beautify the area, it also beautified relationships that had gone untended. The trees brought about some worthwhile dialogue among the neighbors.

Perhaps the like for trees sprang out of the knowledge that they (the trees) are resigned to living with people more so than any other living thing. One thing is for certain, in the days to come the trees in the streets will be old trees used to living with the people. So, when a tree dies, one can be sure that the residents of BERNAL HEIGHTS will be sure and plant another in its place.



This Is Where FACE Starts in Bernal Heights copy below map:



Eventually, we hope to see all of Bernal Heights in a FACE program. The City plans to start this fall with about 750 buildings, as shown on the map above. They are located on the west slope of the Hill, roughly between Holly Park and Esmeralda; and between Bocana and Mission.

NOW FORMING IS A FACE CITIZENS ADVISORY COMMITTEE, to work with residents of Area 1, and with the City departments involved. If you'd like to serve (particularly if you live in Area 1), please call Sally Green, at 824-1576.

BHA BOARD AND COMMITTEES

NEXT MEETING BERNAL HEIGHTS ASSOCIATION

Wed., September 4
7:30 P.M.

Burgermeister Brewing Co.
470 - 10th St.

Comments on present activities; suggestions for future directions of the Association, compliments (or complaints) . . . we welcome them all. Let your Association Board members or committee chairmen know how you feel:

President	Larry Butwinick	At 5-0133
Vice President	Nancy Schimmel	648-8634
Secretary	Dorothea Santos	Mt 7-4961
Treasurer	Rich Boles	626-8951
Member at Large	Don Flaten	826-3889
Member at Large	Larry Henson	826-9005
Historian	Lee Egger	282-2035
Immediate Past President	Sally Green	824-1576
Newsletter Editor	Reg Wrenn	826-3889
Membership	Don Flaten	826-3889
Liaison to Planning Commission	Sally Green	824-1576



JOIN BHA NOW

Please enroll me as a member of the Bernal Hts. Association. I enclose my annual dues of \$2.00.

TO: Bernal Hts. Assoc.
39 Massasoit
San Francisco 04110

NAME

ADDRESS

PHONE

(Any person who owns property or rents in Bernal Heights is welcome to membership in BHA.)